

ALLOT AUTO SHOW SPACE ON VOLUME OF BUSINESS

30-odd Spaces on First Floor of Grand Central Palace and Coliseum Coveted Places.

It is not generally understood that exhibition spaces at the national automobile shows in New York and Chicago are allotted to members of the National Automobile Chamber of Commerce on the basis of gross volume of business done in dollars and cents for the year just preceding these events, but such is the case.

Naturally, the thirty-odd spaces on the first floor of the Grand Central Palace at New York and on the main floor of the Coliseum at Chicago are the coveted positions, and the companies occupying them are recognized by those acquainted with the method of space allotment as the leaders of the great automobile industry.

It is gratifying to us," says Frank B. Ansted, in a letter to W. P. Forbush, local Lexington distributor, "that the Lexington Motor Company will this year have the twenty-fifth choice of space at the New York and Chicago shows.

"This is a better drawing position than we have ever heretofore enjoyed and conclusively proves that Lexington motor cars are desirable merchandise in the somewhat 'slow' market, through which the entire industry has been passing.

"When you stop to consider that there are only twenty-four members of the National Automobile Chamber of Commerce who have gross sales in excess of ours, I believe you will agree with me that we have good grounds for mutual congratulations."

RUBBER INDUSTRY ON SWING BACK TO NORMAL

Goodyear Tire Company Reports Big Sales During the Last Ten Months.

AKRON, OHIO, Oct. 15.—As a striking instance of the distance the rubber industry had swung back toward normal, Edward G. Wilmer, president of the Goodyear Tire and Rubber Company, stated this week that, notwithstanding the fact that sales during the first six months of 1920 had exceeded those of any period in the company's history, there had been more tires sold during the ten months up to October 1, 1921, than in the same period a year ago.

In September this company sold 69,000 more tires than in September a year ago, he said.

"Goodyear turned one important corner last May, when its financing program was completed," said Mr. Wilmer, "but an uncertain summer was ahead. There was doubt and confusion. Competition was keen on all sides. However, after five months of efficient sales effort, I feel justified in saying that we have turned another corner.

"Due to overstocks, buying of tires was slow during the fall and winter of last year and spring of this year. But the loss in volume of sales in the first part of the year 1921 have more than been overcome."

U. S. ENVOY TO JAPAN WILL USE PAIGE CAR

Must Have Light Machine Because of Narrow Streets and Weak Bridges.

When Charles B. Warren, lately appointed ambassador to Japan, opened negotiations for the embassy's motor equipment, he found unexpected difficulties in his way. Automobile men with expert experience told him that a limousine of a standard American make would not do. For Tokyo's streets are narrow and her many bridges are of light bamboo, amply strong to carry the lighter burdens that make up the traffic of the little men of Nippon, but never intended to carry a big American car and its burden of seven full-sized white men.

Colonel Warren will use an American car, a Paige 6-44. The chassis is already well on its way across the Pacific. But the body will be Tokyo built of a size and weight to come within the requirements of Japan's traffic regulations. The new car will be generously large for the embassy's Japanese guests, though the colonel will find it a bit tight should he have occasion to offer three or four Caucasian friends a ride together.

LA FAYETTE MOTORS ENDS YEAR IN FUED

Orders Received at Mars Hill Plant, Near Indianapolis, Run Ahead of Production.

LaFayette Motors Company of Indianapolis, observed the completion of its first year of production with a convention of distributors at Indianapolis last week. According to data given out by Charles W. Nash, president of the LaFayette Company, 300 LaFayette cars have been shipped to distributors and upwards of 700 are now in the hands of owners. Since May 1 orders at the LaFayette factory have run approximately 100 ahead of production and, on the basis of present orders and the feeling among distributors, plans have been laid for the steady production of 100 cars a month during the fall and winter with a large increase in the spring. The productive capacity of the present LaFayette plant at Mars Hill, an industrial suburb of Indianapolis, is ten cars a day. Mr. Nash and other officials of the LaFayette Company are confident of reaching that mark during 1922.



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PARIS AUTOMOBILE SALON SHOWS VERY LATEST IN CARS

Two Models of American Motors Are Exhibited for First Time Anywhere—Bodies Are Simpler Than Ever.

By Perry Noel.

PARIS, Oct. 15.—The automobile salon at the Grand Palais is attracting such crowds that long queues are formed early each morning of persons waiting for the doors to open.

The outstanding feature of mechanical progress exhibited is the brakes. For many years builders have been advocating the burden of their efforts to make the automobile move. This year, for the first time, they have turned ample attention to the question of stopping them.

The new popularity of travel by air instead of train has brought forth more high-powered makes, and with them the use of multiple-cylinder motors, with a preference for cylinders in line rather than the V type.

The brake problem has been met chiefly by the use of front-wheel brakes. The majority of important makes are equipped with four-wheel brakes, which sometimes are supplemented by a drive shaft brake. Four-wheel brakes were first adopted by the Isotta Fraschini, an Italian car, in 1902, and later by the Argyll, a Scotch car. Their great advantage is quick stopping without skidding.

The bodies are simpler than ever, although the straight lines are not quite so severe, as in the 1921 American cars, being relieved by curves around the seating spaces. The seats universally are low.

Colors are used in the painting, but chiefly in sport models and small cars.

A practical development in the touring car is top glass sides instead of curtains. These fold up and fit into cases at each side of the car, and when closed, are flush with the body and are so carefully made that no rattle is possible.

Two models of American cars are exhibited for the first time anywhere.

They are a 1922 model Pierce-Arrow and a new Buick, especially designed for export, but which is likely to fill a great demand at home. The Cadillac, Case and Ford exhibits also attract attention in the midst of French, Italian, Spanish and British cars. The new Pierce-Arrow differs radically from previous models by reason of a six-cylinder engine, cast in bloc, which is provided with two cam shafts operating both the intake and exhaust valves, and one carburetor. The spark plugs and valve springs are entirely inclosed by a detachable case. The left-hand drive, with center universal control, has been adopted, and the gunmetal dashboard is bristling with regulating devices. The DeSoto electric system is used.

The ten-horse-power Buick, which will make its American debut at Madison Square Garden this winter, is rated at fourteen horse power in the United States, having a four-cylinder motor of three and three-eighths bore, four and three-quarters inch stroke. Its maximum speed is fifty-six miles an hour and it gets twenty-five miles from a gallon of gasoline. (Copyright, 1921, by Public Ledger Company.)

Boston Scouts to Fight Pirates.

BOSTON, MASS., Oct. 15.—Boston's Boy Scouts are to take lessons in fire-fighting. The course, arranged under the supervision of the city fire department, is to start early in October, and will last for six weeks. It will be similar to the instruction given to probationary firemen. Some of the lessons will be given in the department drill yard, where the students will be taught to handle the apparatus.

OLD WHITE HORSE PIKE OPENED AUSPICIOUSLY

Modern New Boulevard Between Philadelphia and Atlantic City Now a Fact.

Because of Atlantic City's wide fame as a healthful and glittering playground, and for the further reason that most every one now and then cherishes a desire to visit the renowned seaside resort, there was more than strictly local gladness and concern in the recent opening of a splendid and modern new boulevard between Philadelphia and the City by the Sea. Hence a broad, national interest in the reconstruction of the historic old White Horse Pike, familiar to nearly every motorist who has trokked eastward to Atlantic City.

The opening of the new White Horse Pike, now known as State Route No. 3, and which reflects immeasurable credit upon the State of New Jersey, occurred and was fittingly celebrated October 1. Both Philadelphia and Camden joined Atlantic City in commemorating the event, while visitors interested in highways progress were present from many of the Eastern States. Approximately 5,000 persons, in more than 500 gaily decorated automobiles, led by an official A. A. A. road survey car, motored over the new highway, to participate in the pretentious ceremonies held at the Airport Stadium, situated at the eastern terminus of the road, and within reach of the spray of the sea.

Following an address of welcome by Mayor Edward J. Rader, of Atlantic City, there was staged a series of tableaux portraying the progress of the State generally, and Atlantic City particularly, from the early days, when only Indians roamed the Jersey wilderness, down to the present, with its alluring panorama of joyously romping bathing girls, displaying themselves upon the silver sands and in the foaming, surging surf.

Simultaneous with the pageantry, there was more or less speech-making by many notables, and Atlantic City, as host to the assembled thousands, left nothing undone to make the occasion a memorable one.


FRANKLIN EMPLOYEES GET \$3,600 IN CASH PRIZES

Workers Are Compensated for Suggestions to Company Pertaining to Production.

On the evening of Tuesday, October 11, there was staged in one of the new buildings of the Franklin Automobile Company an event unique in the annals of Syracuse history; \$3,600

in cash prizes was distributed to 236 Franklin employees, as the result of the suggestion system put into effect by Franklin on March 21 last. There were two first prizes of \$400, two of \$300, three of \$200, two of \$100, the rest graduating down to \$10 each. In addition \$3 was paid for every adopted suggestion not winning a major prize.

The plan was adopted to cut down the cost of production, without in any way lowering the quality of the car. In all, 1,251 suggestions were submitted by Franklin workers during the first six months period, and of this number 503 were adopted. The large number of adopted suggestions is the best evidence of the high quality of the suggestions turned in.

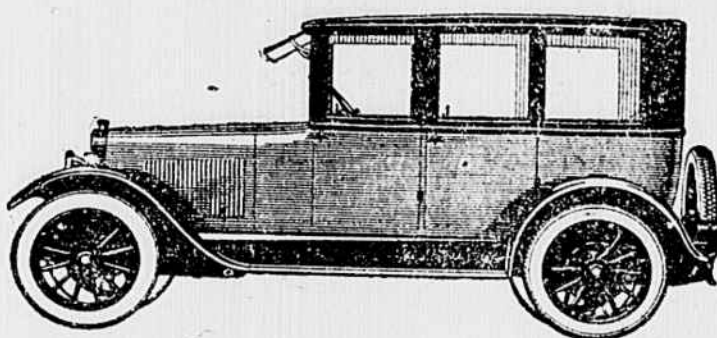


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